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(modified PTO/SB/08A)

U S Department of Commerce Patent and Trademark Office			<i>Complete if Known</i>		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)			Application Number: <b>10/750,451</b>		
			Filing Date: <b>December 31, 2003</b>		
			First Named Inventor: <b>Ross KONINGSTEIN</b>		
			Group Art Unit: <b>3622</b>		
Examiner Name: <b>Michael Bekerman</b>					
Sheet	<b>1</b>	of	<b>2</b>	Attorney Docket No.: <b>Google-41 (GP-099-00-US)</b>	

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No <sup>1</sup>	U S Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	BX	5,724,521	03/03/1998	Dedrick	
	BY	5,740,549	04/14/1998	Reilly et al.	
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	CB	6,044,376	03/28/2000	Kurtzman, II	
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	CK	95/001,061		Reexamination of Stone et al.	
	CL	95/001,069		Reexamination of Stone et al.	
	CM	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
	CN	WO 97/21183	06/12/1997			
	CO	JP 10-149369	06/02/1998	RAINTETSUKU:KK ARAKI KEISURE		
	CP	JP 10-334100	12/18/1998	HITACHI LTD		
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Examiner Signature	/Michael Bekerman/	Date Considered	06/01/2010
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant

1 Unique citation designation number 2 See attached kinds of U.S. Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3) 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /MB/

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Sheet	<b>2</b>	of	<b>2</b>	Attorney Docket No.: <b>Google-41 (GP-099-00-US)</b>		

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	CU	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994	
	CV	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995	
	CW	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997	
	CX	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997	
	CY	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997	
	CZ	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998	
	DA	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998	
	DB	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998	
	DC	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998	
	DD	AdForce, Inc., A Complete Guide to AdForce, Version 2.6, 1998	
	DE	AdForce, Inc., S-1/A SEC Filing, May 6, 1999	
	DF	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999	
	DG	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 <sup>nd</sup> Ed., John Wiley & Sons, 1999	
	DH	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073	
	DI	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061	
	DJ	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069	
	DK	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068	
	DL	Statement Regarding References in 1449 Form	
	DM	Notice of Reasons for Rejection for Japanese Patent Application No. 2006-547590, mailed February 17, 2009 (3 pgs.) with translations (3 pgs.)	
	DN	Notice of Final Rejection for Korean Patent Application No. 10-2006-7015511, mailed February 4, 2009 (3 pgs.) with translation (3 pgs.)	

Examiner Signature	/Michael Bekerman/	Date Considered	06/01/2010
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